

\$249/month

“Legacy Journey” Coaching Package



Includes everything **Journey Coaching Service** package plus:

- + **A Tri's Journey's Journal*** -- Post race feedback report your specialized journey's milestones with adjustments.
- + **Daily Confidence Boost*** – A daily message to keep true to your journey.
- + **Tri50States Race Planner** – We'll scope a plan for you to race in all 50 states whether for triathlons, running, cycling, or other combinations. Membership Waived for the Tri50States' team. Optional of course.
- + **Tri6Continents Race Planner** – Want to race abroad? We'll scope a plan for you to race around the world in triathlons, the Big 5 marathons, grand cycling tours, or other once in a lifetime events. Membership Waived for the Tri6Continents' team. This too is optional but what an experience opportunity.
- + **Weekend “Transition to Winner” Posts** – Early access to *Triing: a Journey of Racing in the US & Around the World*.
- + **Seminars** -- Complimentary admission for selected seminars about triathloning or running.
- + **Connectors' Corner** – Access to select race directors, sponsors, and racers for benefits outside of regular race entries.
- + **Work Review Feedback** – Explore the commonalities of work with sport. Learn about leveraging your strengths in either to improve performance results in both.
- + **Life Review Feedback** – Explore the commonalities of life and parenting with sport. Learn about leveraging your strengths in all three to improve your performance results and how to create a legacy to develop others.
- + **Access to Triathlete Master Mind Groups** – Expand your capabilities and performance results with a targeted network of like-minded people within a unique environment of challenge, support, and recognition.

“Journey of a Lifetime” in Legacy Option

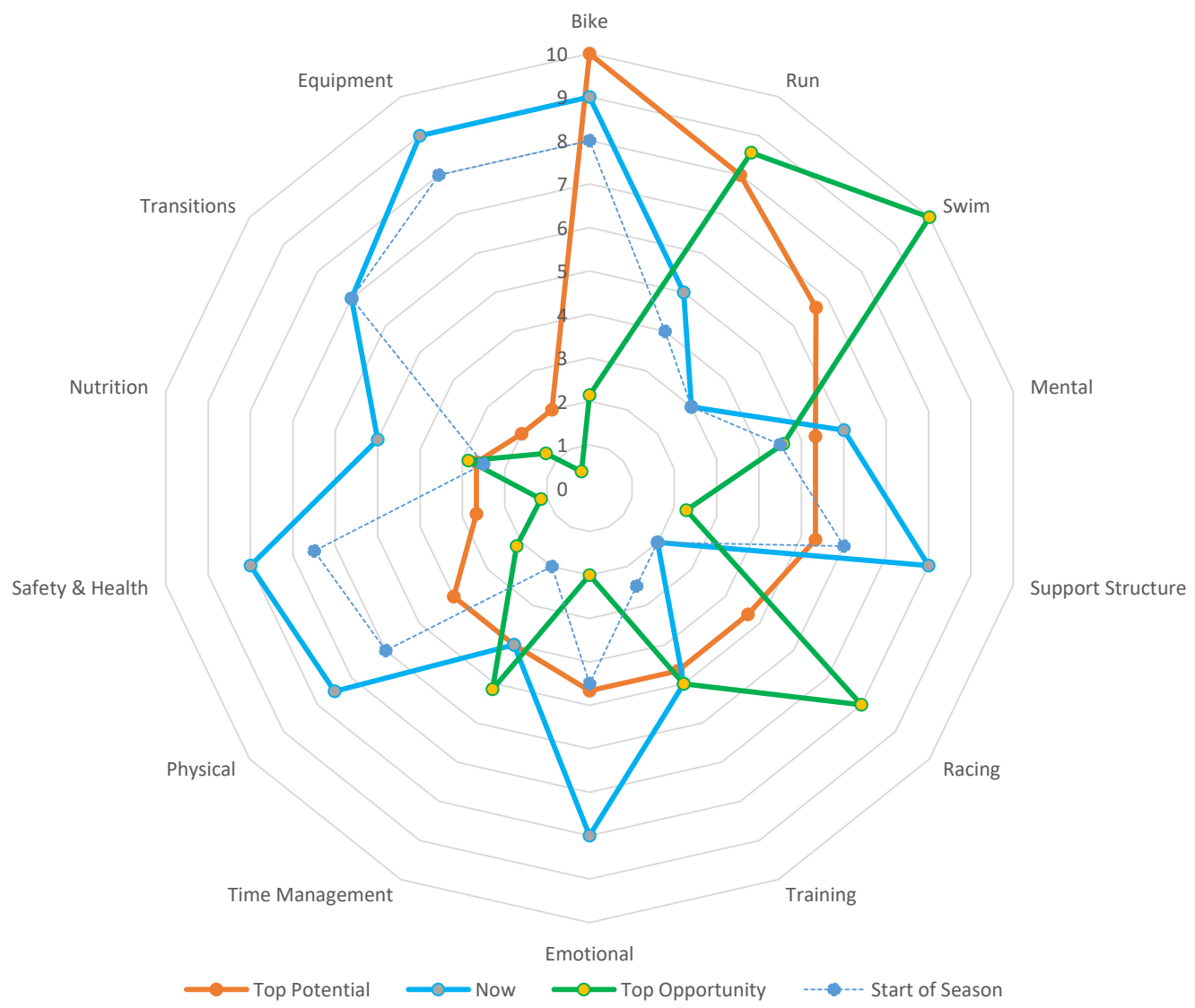
** see example in packet*



- ✓ **Personalized Coaching** – Every triathlete and runner is unique. Your coaching services should be tailored to your specific requirements, tactics, and objectives will be tailored to your specific requirements.
- ✓ **14 Point Proprietary Bonds of Performance Assessment*** – Personalized assessment of current capabilities to optimal performance. Each of the 14 elements weighted by contribution to race outcomes.
- ✓ **Customized Workouts*** -- Schedules by day and discipline. Issued weekly. Includes swim, bike, run, flexibility, and weight workouts. Created specifically to reduce gaps identified in the Bonds of Performance Assessment.
- ✓ **Jointly Developed Journey** – Define your personalized journey with each race as a milestone.
- ✓ **Metric Scorecard of Journey Progression**— Personalize metrics’ Scorecard readouts each week.
- ✓ **Workout Feedback** – As needed, as wanted feedback on training progress.
- ✓ **Race Preview*** – Tactical plans for each race on your schedule. Discuss race topography, weather conditions, competitors, goals, and more. Workouts aligned with reaching race objectives.
- ✓ **Race Feedback*** – Discuss results using metrics far beyond time, place, and splits.
- ✓ **Phone, Text/e-mail Communication** -- As needed, as wanted. Includes workout, races, and what-not content.

14 Bonds of Performance Assessment

More of the Process and Why



2 RACE WEEK 1

1 Coconut Workouts

8 Oly Distance Triathlon



TYPE	CONTENT	QTY	DISTANCE	% EFFORT	MINUTES	RECOVERY	TIME
Monday – RUN							
Warm-Up	Warm-up	1	1.0	70%	10:00		10:00
Pacing	Steady state	1	4.0	75%	37:20	1:00	38:20
Warm-Down	Warm-down	1	0.5	60%	5:50		5:50
Pacing		Distance:	5.5			Total Time:	0:54:10
Monday – SWIM							
						(or Interval)	
Warm-Up	Warm-up	1	200	70%	5:00	1:00	6:00
Drill	Catch-up	1	25	75%	0:35	0:10	0:45
Drill	Distance/Stroke	1	25	75%	0:35	0:10	0:45
Drill	Turnover	1	25	100%	0:26	0:10	0:36
Drill	Combine All	1	25	100%	0:26	0:10	0:36
Main Set	Freestyle	1	300	80%	6:11	6:34	6:34
Main Set	Freestyle	1	200	90%	3:41	3:53	3:53
Main Set	Freestyle	1	100	95%	1:45	1:51	1:51
Drill	Sculling	1	50	75%	1:10	1:00	2:10
Warm-Down	Warm-down	1	150	70%	3:45		3:45
Down Distance w/Speed		Distance:	1000		23:34	Total Time:	26:55
Tuesday – BIKE							
Warm-up	Warm-up	1	2.3	70%	10:00		0:10:00
Steady State	90 cadence	5	3.3	90%	10:00	1:00	0:55:00
Warm-down	Warm-down	1	2.7	80%	10:00		0:10:00
Push Fast		Distance:	21.5			Total Time:	1:15:00
Wednesday – RUN							
Warm-Up	Warm-up	1	1.0	70%	10:00		10:00
Fartlek	Variable	1	2.0	90%	15:33	1:00	16:33
Recovery	Easy	1	0.5	70%	5:00	0:00	5:00
Warm-Down	Warm-down	1	0.5	70%	5:00		5:00
Mash-up		Distance:	4.0			Total Time:	0:36:33
Wednesday – SWIM							
						(or Interval)	
Warm-Up	Warm-up	1	150	70%	3:45	1:00	4:45
Drill	Catch-up	1	25	75%	0:35	0:10	0:45
Drill	Distance/Stroke	1	25	75%	0:35	0:10	0:45
Drill	Turnover	1	25	100%	0:26	0:10	0:36
Drill	Combine All	1	25	100%	0:26	0:10	0:36
Main Set	Freestyle	3	200	90%	11:03	3:53	11:40
Drill	Sculling	1	50	75%	1:10	1:00	2:10
Warm-Down	Warm-down	1	100	70%	2:30		2:30
1 Set Interval		Distance:	1000		20:31	Total Time:	23:47

TYPE	CONTENT	QTY	DISTANCE	% EFFORT	MINUTES	RECOVERY	TIME
Thursday -- BIKE							
Warm-up	Warm-up	1	2.3	70%	10:00		0:10:00
Steady State	85 cadence	3	4.5	85%	15:00	1:00	0:48:00
Warm-down	Warm-down	1	2.7	80%	10:00		0:10:00
Push Fast		Distance:		18.6	Total Time:		1:08:00
Friday -- RUN							
Warm-Up	Warm-up	1	0.5	70%	5:00		5:00
Pacing	Steady state	1	0.5	70%	5:00	1:00	6:00
Pacing	Steady state	1	1.0	80%	8:45	2:00	10:45
Pacing	Steady state	1	0.5	90%	3:53	3:00	6:53
Warm-Down	Warm-down	1	0.5	60%	5:50		5:50
Speed Up		Distance:		3.0	Total Time:		0:34:28
Friday -- SWIM							
Warm-Up	Freestyle	1	500	80%	10:56	1:00	11:56
Pre-Race		Distance:		500	10:56	Total Time: 11:56	
Saturday -- RUN							
Warm-Up	Warm-up	1	1.0	70%	10:00		10:00
Race Imaging	Steady state	1	2.0	70%	20:00		20:00
Warm-Down	Warm-down	1	0.5	70%	5:00		5:00
Pre-Race		Distance:		3.5	Total Time:		0:35:00
Sunday -- RACE DAY!							
Warm-up	Warm-up Run	1	0.5	70%			5:00
Swim	Race	1	0.9	100%			26:15
Bike	Race	1	24.8	100%			1:14:24
Run	Race	1	6.2	100%			43:24
Warm-down	Warm-down Run	1	0.5	70%			5:00
Race Red-Lining		Distance:		32.9	Race Time:		2:24:03

Workouts Prepared
Exclusively for
YOUR NAME HERE
June 1, 2018

RACE WEEK 1

Week's Objectives:

- 1.)
- 2.)
- 3.)

Week Totals:

Swim: 3988
Bike: 65
Run: 23
Hours: 8:29

Swim Base (100 M) 1:45
Bike Base (mph) 20.0
Run Base (mile time) 7:00

1. Daily workouts for a week.
2. Workout week types include: Base, Build, Recover, Taper, & Race.
3. Color coded for each day of the week.
4. Detailed workouts by discipline.
5. Pace adjusted to your personalized capabilities.
6. Distance and time totals for the week.
7. Personalized to each athlete.
8. Choose a set for sprint, Olympic, half, or full distances.
9. 52 Weeks included (all at about \$1.25/week)

Personalized Race Feedback



Tom Triathlete	Chicago Triathlon	Chicago, Illinois	August 1, 2018			
Objectives:	Finish Race	Achieve time objectives	Good nutrition choices			
Safety:	No injuries	No accidents	No sickness			
Race Tactics:	Two sided breathing	Steady Bike pace	Decisive run passes			
Swim	Bike	Run	Overall			
.9 Mile in Lake Michigan. By Shedd Aquarium and Adler Planetarium on smooth waters.	24.8 miles on Lake Shore Drive. 2 laps. Closed to traffic. Smooth roads. Lots of bike traffic.	6.2 miles through Grant Park and by McCormack Exhibition Center. Lots of spectators. Spectator views.	3,000+ participants in downtown lakefront sitting. Lots of great competitors, pro's, first time competitors in well organized race.			
PERFORMANCE	Overall	Swim	T1	Bike	T2	Run
Time	2:00:00	24:00:00	1:30	57:00:00	1:30	36:00:00
Place -- Age Group	10	9	6	2	18	10
Place -- Overall	25	33	31	16	55	22
Coach says you did a good job..... Showed spunk when age group competitor tried to pass me on the run. Achieved USAT Race Score of: 91.02		Hayes said everyone at the finish line treated her like a new best friend.				
Athlete had a great time. Lots of family support. Oldest daughter joined me to voluteer to hand out medals. and more.....						
Going so far in a single morning on the beautiful lake front never felt so good.						
Visited the art museum with my family after the race.		Donated some items in the race bag to homeless on the street.				
	WHAT	HOW DONE	WHY			
Wanted:	Speed	Faster Cadence	Beat rival			
	Sense of Achievement	Higher placement	Needed for confidence			
	Status	"AA"	Match teammate results			
Needed	A Challenge	High caliber race	Everyone wanted early season win			
	Commitment	No missed races	Work hours increased for project			
	Contingency plans	Analyzed possible outcomes	Potential wet and cold			
Feared:	Not finishing	Used untested eqp	Unsure of how to use			
	Not being fast enough	Train with speed	Wanted higher finishes			
	Lost workout days	Chose to not train	Flu			
Chose:	To do a race	Signed up early	To ensure entry & starting spot			
	To make it a destination race	Wanted family vacation trip	Family chose			
	To compete	Put race on schedule	Gain race experience over training			
Solved/Prevented:	Training	Scheduled workouts on calendar	To ensure no time squeeze			
	Pre-race prep	Time Mgmt.	Did not want to stand in cold & rain			
	At the race	Planned trip in advance	Afraid work would overrule plans			

Personalized Journey's Journal



Race Name:	Local Race		On-site support team:	Wife, daughter, & son	
Race Location:	????	Start Site: ???	Off-site Support Team:	son & daughter & Team Wade	
Race Date:	????	Start Time: ????	Travel Date:	????	
Qualifier for:	Nationals		Stay Location:	home	

	Swim	Bike	Run	Overall
Race Distance & Course Description:	Cold water. That's all there is in Washington State.	Bike with hills and wet roads. It's still before late June when the rain stops.	Optimal conditions. Always is in Washington. Eternal spring temps!	Great season opener to find what race shape the racing at 60 year-old body is in for the 2018.
Why is Race Special:	Racing with Sigo	1st Race	New distance	Back in my home state
Race Objectives:	Exceeded expectations	Achieve time objectives	Good nutrition choices	Qualify for Nats/Worlds
Learning Objectives:	Optimal cadence	Fatal Flaws	The feel of catching water	Arm speed
Leverage Race Strengths:	Shorter races	Bike	Run	Thrives on Big Races
Planned Race Tactics:	Two sided breathing	Steady Bike pace	Decisive run passes	Pre-race visualization
Decisive Move Points:	1st Hill climb	Each Hill climb	Longest Hill Climb	When challenged with pass on b
"Lines in the Sand"	Keeping family commitments	Racing at "A" races	Aim for milestones	Assume nothing but responsibil
No! It's Out of Scope:	First time use of egg in race	Extra workouts	Races not on journey	Extra activities before races
Pain Points Training:	Muscle fatigue	Learn from failures	Lack of time	Muscle cramps

	Triathlete Develop Plan					Season Lookback Narrative	Journey Lookback Narrative	
		Week #1	Week #2	Week #3	Week #4	Week #5	My critical success factors for the season were to be Qualified for NATS & Worlds next season. Set Age-group PR. Made reservations for Kona. Thinking about a 2nd IM tat.	My critical success factors for the Journey were that I did all my bucket list races. Saw world class triathletes all over the US and World. Broke 11 hours in the IM and place highest ever in Worlds.
	Jan-18	Base	Base	Base	Base	Base		
	Feb-18	Base	Base	Base	Base			
	Mar-18	Base	Base	Base	Base	Base		
	Apr-18	Build	Build	Build	Recover			
	May-18	Build	Build	Build	Recover	Build		
	Jun-18	Build	Build	Tapor	Race			
	Jul-18	Build	Tapor	Race	Recover	Build		
	Aug-18	Tapor	Race	Recover	Build	Build		
Sep-18	Tapor	Race	Recover	Build				
Oct-18	Build	Build	Recover	Build	Build			
Nov-18	Tapor	Tapor	Race	Recover				
Dec-18	Base	Base	Base	Base	Base			

Season Race Plans:	Date	Distance	Qualifier For:	Learning Objective	Race Objective
USAT Du Nationals in SC	Saturday, April 7, 2018	Other	Worlds. Two days of racing	Optimal cadence	Race to Season Best
Du Worlds in Denmark	Sunday, July 15, 2018	Other	n/a Two days of racing	Time Mgmt.	Set PR
USAT Nationals in Ohio	Saturday, August 11, 2018	Olympic: 51.5K--B40K--R10K	Worlds. Sprint on 8-12-2018	Lower swim pace interval	Faster Swim
ITU's Worlds in OZ	Sunday, September 16, 2018	Olympic: 51.5K--B40K--R10K	n/a. Note Sprint Race on 9-13-2018	Pre-Race relaxation	Faster Run
Ironman Arizona	Sunday, November 18, 2018	Ironman: 2.4M/112M/26.2M	Worlds at Kona	Race Imagining	Exceeded expectations

JOURNEY Milestones:	Race #1	Race #2	Race #3	Race #4	Race #5
2019	Ironman New Zealand	Ironman Santa Rosa			
2020	TBD				
2021	TBD				
2022	TBD				
2023	TBD				

Daily Confidence Boost



"You put me in a race where there's a lot on the line, especially when people tell me 'you can't win,' or 'you're too small,' tell me those things, and I'll find a way to prove you wrong." – **Miranda Carfrae**

Research now shows that the lack of natural talent is irrelevant to great success. The secret? Painful and demanding practice and hard work.

"Stop comparing yourself to others. There will always be someone who seems smarter than you, catches on faster than you, or seems to have everything figured out. Figuring out how to appreciate your unique offering and believing in yourself is so important to unlocking your potential." -- **Debbie Sterling**

"Try to have some fun. Life is about to get a lot harder." -- **Dhivya Suryadevara**

Coaching Style



- ✓ Shares awareness of learning curve commonalities across the Matrix
- ✓ Emphasizes everyone in the Palm Tree Ahead community contributes
- ✓ Tweaks coaching to change outcomes
- ✓ Instills subtle sense of urgency for planning, progress, and achievements
- ✓ Measure ~ feedback ~ adjust ~ repeat
- ✓ Motivates against the cycle
- ✓ Celebrates successes

Coaching & Racing Background



- ✓ Raced at local to world levels in track & tri at different races with different coaches
- ✓ Been coached, Coached, Mentored, Developed and moved out of the way of others
- ✓ Knows what it takes to be coached and to coach others
- ✓ Coached in Special Olympics, at work, in track and tri
- ✓ Knows how to teach
- ✓ Brought out the best in others: Phoenix, Bangkok, Twin Cities, Chicago, Seattle, IU track, UCTC track
- ✓ Guided others to choose commitments